

OVERVIEW

The purpose of the City Sign Code is to provide regulations and standards for the installation and maintenance of signage throughout Lake Forest.

After a three-year, comprehensive update effort, which included numerous meetings with the business community, the Lake Forest City Council adopted a new Sign Code on June 1, 2010. This updated code brings the City up to date with contemporary signage requirements and the changing needs of today's business community.

SALE!!!

NEW REQUIREMENTS

With the adoption of the new Sign Code come several new opportunities for businesses to customize their identifying signage. Some of the requirements of the old Sign Code remain in place and some have been changed; some brand new requirements now exist. This brochure does not cover all of these changes, but instead focuses on many of the more common types of

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Temporary, Promotional signage that often result in a visit from the City's Code Enforcement Division.

It is the desire of the City that this brochure assists you in quickly becoming conversant with these new Sign Code requirements. Please do not hesitate to contact us if you have additional questions!

For More Information About The City's New Sign Code, Please Contact:

Planning Division
(949) 461-3491

Code Enforcement Division
(949) 461-3474

City Website

<http://www.lakeforestca.gov/>

CITY OF LAKE FOREST
DEVELOPMENT SERVICES

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CITY OF LAKE FOREST

Temporary Promotional Signage and The City's New Sign Code:



A Success Guide for Local Businesses



Remember the Past...

Challenge the Future

SOME OF THE *SIGN CODE CHANGES* THAT CAN AFFECT YOUR BUSINESS

COMMON TYPES OF SIGNAGE ALLOWED WITHOUT A PERMIT:

Incidental Signage (2 sq. ft. maximum area)



Window Signage (4 sq. ft. maximum area)



Interior Building Signage (Inside Bldg. AND more than 3 ft. inside window)



Sale/Leasing Signage (16 sq. ft. maximum area; 4' or 6' tall)

SIGNAGE TYPES THAT ARE PROHIBITED:



- Animated Signs
- Electronic Message Board Signs
- Human Signs
- Portable Signs (including "A" Frame)
- Painted Window Signs

OTHER WAYS TO PROMOTE YOUR BUSINESS:

- Temporary Promotional Banners
(Permit Required, 50 sq. ft. maximum area)



- Temporary Outdoor Promotional Permits (TOPPs)
TOPPs allow for outdoor commercial events, such as grand openings, outdoor sales, and seasonal promotions.
 - ✓ Each promotion is allowed for ten consecutive days
 - ✓ Each business is allowed 4 TOPPs a year
 - ✓ May include tents, outdoor merchandise displays, small balloons and a banner (on the building)

Contact the Planning Division at
(949) 461-3491 or sroxas@lakeforestca.gov.

Ways the City Can Help Your Business (FREE of Charge Programs and Opportunities)

- Shop and Dine Lake Forest
 - ✓ Marketing program that features you on the City's Website
- Business seminars and events
 - ✓ Offered throughout the year in partnership with local business resource agencies
- One-on-one business counseling
 - ✓ Held twice a month at Lake Forest City Hall
- "Businesses in the News" recognition
 - ✓ Recognition program that celebrates awards and distinctions published in the local media

Contact Economic Development at (949) 461-3567
or economicdevelopment@lakeforestca.gov
or visit us at www.lakeforestbusiness.com